

DAVE's  
1996 PROTOTYPICAL FLOWCHART  
Scenario III - Revised 8/25/95

8/25/95

Media Element	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Space	Prod.
	1 8 15 22	29 5 12 19	26 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26 2 9 16 23	30 7 14 21	28 4 11 18	25 2 9 16 23	Gross \$	Net \$
													\$(000)	\$(000)
<u>Out-of-Home</u>														
Denver/Seattle														
- 30 Sheets		75 Showing		75 Showing		75 Showing		75 Showing		75 Showing		75 Showing	\$702.5	
- Bulletins		15 Showing				15 Showing				15 Showing			\$426.4	
- C-Store Program													\$122.5	
- Alternative Place Based													\$100.0	
Portland														
- 30 Sheets		75 Showing		75 Showing		75 Showing		75 Showing		75 Showing		75 Showing	\$365.3	
- Bulletins		15 Showing				15 Showing				15 Showing			\$201.6	
- C-Store Program													\$81.0	
- Alternative Place Based													\$50.0	
<u>Print</u>													\$1,423.2	\$356.9
Co/Wy/Wash														
Oregon														
Newspapers														
Co/Wy/Wash														
- Supplements													\$214.9	
Portland														
- Supplements													\$129.6	
GRAND TOTAL SCENARIO III													\$3,817.0	\$356.9